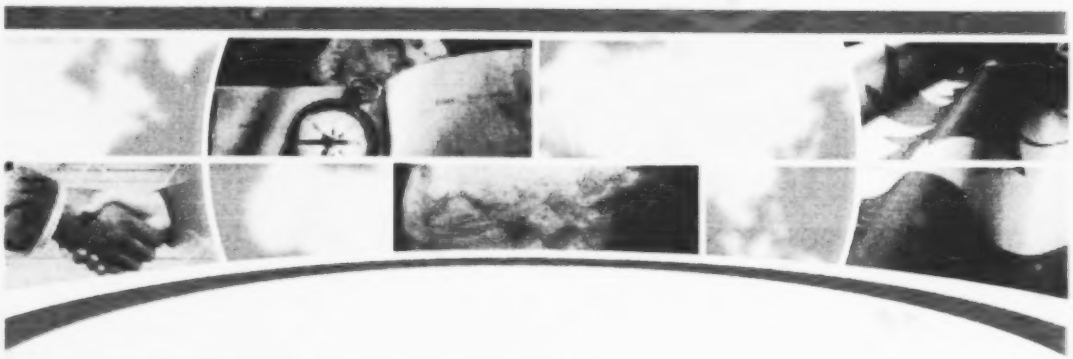
International Trade Canada | Commerce international Canada

Canada

CanadExport

Vol. 23, No. 4
March 1, 2005



Trade mission accomplished

Canada and China strengthen ties

On January 25, 2005, International Trade Minister Jim Peterson concluded a successful Canada Trade Mission to Shanghai, Beijing and Hong Kong, China—the largest ever led by a trade minister.

During the mission, some 375 Canadian delegates from 279 companies and various government departments and agencies further developed commercial ties in China and established new ones with Chinese partners. In fact, more than 100 agreements were signed in three cities between Canadian and Chinese companies.

continued on page 3 — China

International Trade Minister Jim Peterson meets with Zhou Yupeng, Vice mayor of Shanghai.

Canadians can help as Angola rebuilds

In response to Canada's efforts on the U.N. Security Council to bring an end to Angola's civil war in 2002, the Angolan government is seeking greater Canadian involvement in the development of its economy. This vast country on the southwestern coast of Africa is endowed with considerable natural resources including oil, diamonds and other mineral products, fertile highlands and abundant water resources.

A recent visit to Ottawa by senior Angolan officials resulted in the signing of the Canada-Angola Joint Declaration of Intent on Strengthened Bilateral Relations, committing both governments to continue political dialogue in areas such as electoral, judicial and parliamentary reform while promoting trade and investment.

The best opportunities for Canadian companies lie in the supply of technology, equipment and consultancy services. Those that offer technical assistance and technology transfer are preferred to companies interested solely in selling goods. As Angola is in the process of rebuilding, there are business opportunities in almost all sectors.

continued on page 2 — Angola rebuilds

2007-01815/

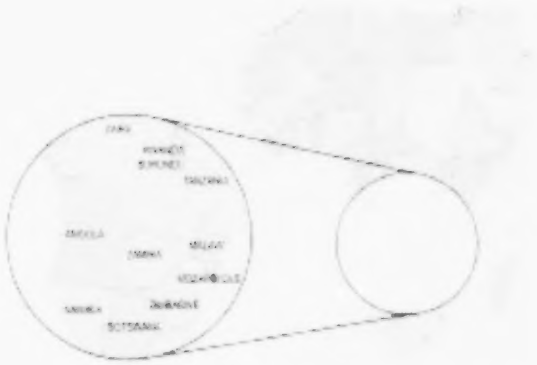
Angola rebuilds

— *from page 1*

Canadian companies should note the required rehabilitation of Angola's transport industry, its ICT infrastructure and the provision of products and consultancy services to the oil and gas and mining industries.

The reconstruction and rehabilitation of the country's infrastructure is estimated to cost $18.6 billion. Of this amount, $3 billion is required to revitalize the transport sector. The Angolan government is particularly interested in build-operate-transfer projects in the transportation sector.

Companies that can offer financing options will also be particularly welcomed as the government does not have the capacity to go it alone. There are plans, for example, to build a new national airport but the financing has not yet been secured. The same is true for the government's plans to spend some $5 billion over the next 11 years to reconstruct and expand the nation's major railway lines.



The Angolan government is looking to develop its ICT infrastructure, increase the use of technology within government, stimulate the entry of more Internet service providers and increase Angolans' technology access and awareness. Canadian companies have an excellent opportunity to introduce their technology and provide consultancy services in the development of the nation's ICT infrastructure, particularly in capacity building and the training of national staff.

Companies in the oil and gas industry are advised to make products and services known to Sonangol, Angola's state oil company, as well as other oil companies operating in Angola, to be considered should opportunities arise.

Oil and gas equipment and services which are sought for operations in Angola must be recommended by Sonangol, which has the final decision on these matters. In order to bid for tenders, companies need to be on the Sonangol approved bidders list. For this reason, it is useful to have a representative in Angola.

Doing business in Angola

It is important to make and maintain contacts, especially in government, to be informed of upcoming projects. Information on projects can be difficult to find, so companies are also encouraged to consult a variety of Web sites (see list on page 3) that have information on international tenders. Government tenders are posted in international papers two to three months before the submission deadline.

Angola is import dependent, and as such the government is more interested in investment than trade. It is seeking to

continued on page 3 — Angola rebuilds

CanadExport

Editorial team: Yen Le
Michael Mancini
Jean-Philippe Dumas

Subscriptions
Telephone: (613) 992-7114
Fax: (613) 992-5791
E-mail: canad.export@international.gc.ca
Web site: www.canadexport.gc.ca

CanadExport is published twice monthly by International Trade Canada's Communications Service Division.
Circulation: 55,000

CanadExport paraît aussi en français.

ISSN 0823-3330

Extracts from this publication may be reproduced for individual use without permission, provided the source is fully acknowledged. However, reproduction of this publication in whole or in part for purposes of resale or redistribution requires written permission from *CanadExport*.

For address changes and cancellations, return your mailing label with changes. Allow four to six weeks.

Publication Mail Agreement Number: 40064047

Return undeliverable Canadian addresses to:
CanadExport (BCS), ITCan
125 Sussex Drive, Ottawa, ON K1A 0G2
E-mail: canad.export@international.gc.ca

A Canadian success story in Angola

The Government of the Republic of Angola has launched a major program to establish a stock exchange and to have it perform a role in the privatization of state-owned enterprises. **DevPar Financial Consulting Limited** of Oakville, Ontario, was awarded a contract by Angola's Ministry of Finance to train Angolans who want to participate in the market as professionals.

"Angolans are interested in developing new business ties with Canadians as the country begins to open up to development," says James Chester, Vice-President of DevPar.

The training is to tie in to the regulatory requirements supporting the licencing of specific roles in the market. This follows similar work DevPar has performed in other Portuguese-speaking countries in Africa, including Mozambique and Cape Verde.

The project was awarded in March 2004 and the first phase is expected to continue to June 2005. The stock exchange is scheduled to open in late 2005. DevPar will also be supporting the attraction of new listings to the exchange and is advising Angola's Ministry of Finance on the listing and trading of government debt.

For more information, go to www.DevPar.com.

Angola rebuilds

— from page 2

attract the support of international financial institutions by streamlining and accelerating the foreign investment process, and by revising the investments code with a view to providing special tax incentives to foreign investors, particularly those who undertake projects to develop the manufacturing sector.

There are also special fiscal incentives for those who employ a high proportion of Angolans and provide them with professional training and benefits equal to foreign employees. As the government is trying to move away from being import dependent, projects that encourage import substitution will be considered favourably.

Angola's private sector is still in the development stage and needs capacity and skills building. What private investment exists is concentrated in the oil and mining sectors, although recent liberalization measures have encouraged some private investors to occupy a few niches in the domestic economy, such as in construction and hotels.

The government still plays a predominant role in the oil, mining and financial sectors, as well as in the management of public utilities. It is within this context that foreign businesses are being encouraged to enter the Angolan market, as they will reduce imports and develop skilled labour.

Be there

Visiting Angola frequently is important to be successful, and it is crucial to have a locally based business partner that knows about the Angolan market, is able to pick up on local opportunities, is well connected and able to carry out negotiations on your behalf. It is also important not to make payments to facilitate progress.

An interpreter is required if you do not speak Portuguese, as English and French are not widely spoken. Similarly, it is advisable that all correspondence be in Portuguese unless your local partner indicates otherwise.

Those travelling to Angola should note the following: a yellow fever vaccination certificate must be produced at the port of entry; credit cards and travellers cheques are not widely accepted; U.S. dollars are widely accepted; don't travel with large amounts of money; and always carry your passport, particularly if entering government buildings.

Key Web sites

Canadian Embassy in Zimbabwe
www.infoexport.gc.ca\zw

Angolan Embassy in Canada
www.embangola-can.org

Development Gateway Market
www.dgmarket.com

National Private Investment Agency
www.iie-angola-us.org and
www.investinangola.com

SONANGOL
www.sonangol.com

Angola government Web site
www.angola.org

Economist Intelligence Unit
www.eiu.com

World Bank
www.worldbank.org

African Development Bank
www.afdb.org

For more information, contact the Canadian Embassy in Zimbabwe, tel.: (011-263-4) 252-181/5, fax: (011-263-4) 252-186, e-mail: hrare-td@international.gc.ca, Web site: www.harare.gc.ca.

China

— from page 1

"The number of sectors represented on this mission shows how eager Canadian and Chinese business people are to explore bilateral commercial opportunities. Governments in both countries are actively putting into place frameworks to help make that happen," said Minister Peterson. "With China redefining global trade, a China business plan is no longer an option for Canadian companies; it's a must."

During the mission, Canada and China signed 10 agreements that will further stimulate commerce and cooperation in the areas of culture, the environment, natural resources, commercial insurance, agriculture and food safety, science and technology, nuclear energy, and education.

Joint statements were also issued that outlined a further commitment to enhancing bilateral relations in a number of key areas, including multilateral cooperation, natural resources, energy, and trade and investment. Finally, a common paper was issued to define the scope of the Canada-China strategic working group, further progress was made on a foreign investment protection agreement and China agreed to begin the process of granting Canada official approved travel destination status.

In Shanghai, the largest commercial centre in China, Hong Kong, the major hub in financial services and transportation, and in Beijing, the political centre, delegates from across Canada used the trade mission to network and develop useful relationships during sectoral workshops, plenary sessions and networking events.

Prime Minister Paul Martin joined the Canada Trade Mission during his visits to Beijing and Hong Kong, where he met with Chinese political leaders and business people and Canadian delegates.

China is Canada's second-largest single-nation trading partner after the United States. Priority sectors for this trade mission included agriculture and agri-food, information and communications technologies, aerospace, biotechnology, education, natural resources, transportation, financial services and tourism.

For more information on the agreements signed during the trade mission, go to the Canada Trade Mission to China Web site at www.tcm-mec.gc.ca/china2005/menu-en.asp.

Clearwater launches new lobster product in Europe

Frozen, shell-off raw lobster meat is the latest in a line of new products offered by **Clearwater**, a Nova Scotia-based company. It is the world's largest exporter of fresh, live lobster and has become an industry leader by expanding options and markets for traditional seafood products.

Previously, the only way to obtain raw meat was to buy live lobsters. However, the time and costs of cooking, shucking, storage and waste dissuaded chefs from offering multiple menu selections or serving to large banquet functions.

Canadian embassies in Brussels, Copenhagen, Stockholm and Oslo joined forces with Clearwater recently to host demonstrations of this new product to top level chefs and seafood importers and distributors in each market. These receptions followed the initial product launch held earlier in the year in conjunction with the Canadian Embassy in Paris.

The chefs, importers and distributors benefited from first-hand exposure to the product which was prepared in a variety of ways by Stephan Czapalay, Clearwater's Corporate Chef. A cooking demonstration is an excellent way to support a product launch in a highly targeted fashion that goes beyond the traditional trade show approach. Combined with Canadian shrimp, scallops, wine and beer offerings, the events showed how high-quality Canadian food and beverage products can be combined with distinct culinary cuisines.

"The creative juices of chefs start flowing when they see this product and start thinking of the multitude of new applications now open to them," says Bernard Leger, Director of Sales for Clearwater Europe. "This product was created to meet the demands of customers anxious to do more with lobster, affordably and efficiently. Lobster is an exquisite product, but traditionally there are not a lot of serving methods so this product expands the chef's options significantly. It is exciting to have high demand for a product even before it has hit the market," adds Leger.

More Canadian seafood firms are taking a new interest in the European market, where demand for seafood has been traditionally high and many local supplies are in decline. Europe has the dietary preferences and income levels that make high-quality seafood from Canada a sure winner.

For more information, go to www.clearwater.ca.

Shirley Wolff Serafini, Canadian Ambassador to Norway, attended Clearwater's lobster presentation accompanied by (from left): Jaakko Komulainen, Clearwater Europe; Georges Lemieux, Commercial Counsellor, Canadian Embassy in Oslo; Stephan D. Czapalay, Clearwater's Corporate Chef; and Tore Wannebo of Wannebo International.

Date change for Chicago apparel trade show

CHICAGO, ILLINOIS — The Women's Apparel Rep Locator trade show will now take place from March 17 to 20, 2005. If your women's wear company is looking to enter the U.S. market, be a part of this exciting event. Attend an intensive educational session, display your line and speak to local reps.

For more information, go to www.chicago.gc.ca and click on "Doing business in Chicago," or contact Ann F. Rosen, Canadian Consulate in Chicago, tel.: (312) 327-3624, e-mail: ann.rosen@international.gc.ca.

Learning the language

Greenwood Canada finds success in Hong Kong

Recently, Greenwood Canada's English as a second language (ESL) software was selected by the Hong Kong Travel and Tourism Training Centre (HKTT), the only authorized training centre for the International Air Transport Association in Hong Kong.

Founded in 1994, Greenwood Canada specializes in ESL learning software for students in Canada, the U.S., Hong Kong, Taiwan, Japan and China. Greenwood started looking into the export market in 1996, and the company focused on the Japanese and Hong Kong markets.

"The HKTT started a pilot program using Greenwood software in the summer of 2004," says Patrick Chun, CEO of Greenwood Canada. "The system was thoroughly tested by HKTT's instructors, and was soon adopted for wide-scale use at their training centres. There are currently 11 English classes with more than 300 students subscribing to Greenwood."

According to Chun, competition in exporting educational software into Asia has always been fierce. He points out that the Internet boom and bust in the late 1990s made marketing e-learning even harder as many people doubted its effectiveness. "There were many e-learning companies popping up during that period, so it took a lot longer for potential customers to sort through the choices and finally identify Greenwood as the most suitable provider for ESL e-learning," says Chun.

Of course, it's no secret why Hong Kong is a popular choice for Canadian companies to establish a presence in Asia: it serves as springboard to the massive Chinese market, and Hong Kong and Canadian businesses have many common business practices. But, many international competitors have the same idea, and the competition there proves it.

"I think the maturity and stability of Greenwood's software proved to be the winning element in this case," says Chun. "Also, the value of our local partner can't be understated. Without Hong Kong-based United Asia Technology's local, on-the-ground coordination, communication with the client would have been next to impossible," he adds.

Chun also sites the help his company received from officers at the Canadian Consulate in Hong Kong as very effective, without which the sourcing of local partners and clients would not have materialized. "Local officers at the Consulate have the insights that a company based in Canada would never have," says Chun.

Market penetration

Deciding to target the Asian market is one thing, but actually establishing a foothold is quite another. Chun mentions that the Greenwood team travels overseas frequently, as "face time" with prospective partners and clients is very important.

Chun recounts a time when he had to travel from Vancouver to Japan for just a half-hour meeting. "It was my physical presence that distinguished the company's commitment, and that built confidence," he says. Given that Greenwood's marketing strategy concentrated on Asian markets, one may think that the cultural and business barriers throughout Asia would be similar and therefore require a similar marketing strategy. "Not so," adds Chun. "From experience, regions within Asia can be drastically different. A single approach to a marketing plan would be, at best, ineffective, but more probably, offensive," he states.

Looking to Greenwood's future, the prospects for further development are excellent. The company is exploring possible partnerships with Canadian textbook publishers to deliver a blended learning approach where a mix of books and software are used in the classroom.

Advice

"For prospective exporters, a visit to the Virtual Trade Commissioner Web site is highly recommended," says Chun. Connecting with International Trade Canada's overseas trade officers can open up new markets for Canadian exporters. After all, experienced and novice exporters know that tackling a new market is never easy. Certainly, the Greenwood team has learned the value of patience and persistence. "In order to succeed, fail and fail early," recommends Chun, "so that you can learn and move forward before it gets too costly."

For more information, go to www.infoexport.gc.ca and www.greenwood.ca.

THE CANADIAN TRADE COMMISSIONER SERVICE

VIRTUAL TRADE COMMISSIONER
PERSONALIZED INFORMATION AND SERVICES

Make Your Virtual Trade Commissioner Work for You

As little as 15 minutes of your time could make a difference!

When you registered for the Virtual Trade Commissioner, you completed a company profile. That profile is available to every one of our trade commissioners abroad and relied upon every time you request a service. The more current and complete it is, the better we can understand how your firm adds value and the more targeted our assistance and services will be. That's why updating your company profile is key.

What's in it for you?

When you invest your time in your Virtual Trade Commissioner, you're investing in your company's export future. Trade commissioners, who are properly informed about your company, can identify the best business opportunities, the most relevant contacts, and the most appropriate trade events for your firm. In short, they can deliver the kind of targeted services you need to succeed. Just think. You have access to a team of over 800 trade professionals working around the globe, and you'll never have to go through the same song and dance routine about your company. They will all know you!

How to jumpstart your Virtual Trade Commissioner

1. Update your company profile now.
2. Modify your Virtual Trade Commissioner to fit your company's needs. (Go to "Your Account")
3. Visit your personalized page regularly.
4. Request services online.
5. Keep your profile up-to-date.
6. Contact us for help.

When updating your company profile, take time to answer the questions fully. Ensure the information we have about your company—your products or services, your clients, your target foreign markets—is current and correct. This important step will give your business more credibility and make your interests count with trade staff and prospective buyers.

Many Canadian companies rely on word of mouth and introduction to develop their export markets. That makes your trade commissioners valuable allies. Your partnership with us starts with the Virtual Trade Commissioner. Make it work for you!

When you register for your Virtual Trade Commissioner, you receive qualified business leads, market reports, current news, trade event listings, and more, all targeted to your selected industry sector and foreign markets.

For more information on the Virtual Trade Commissioner or to register, visit:

www.infoexport.gc.ca

UPDATE YOUR COMPANY PROFILE NOW

From the main page of your Virtual Trade Commissioner, click on "Your Account" and then follow the prompts. Invest a few minutes now and watch it pay off later.

Arts and Culture at the Virtual Aboriginal Trade Show

When people around the world think about Canada, Aboriginal arts and culture often come to mind. Now, the Virtual Aboriginal Trade Show, or VATS, is becoming the on-line link connecting international buyers with many of Canada's Aboriginal suppliers of arts and cultural goods and services.

Aboriginal businesses that export products or services are using VATS to provide fast access to information about their products and services through links to their own Web sites. Potential buyers and partners around the world are turning to VATS for information—in any of seven different languages—on Aboriginal businesses in the cultural sector: design, publishing, crafts, heritage, film and video, music and sound recording, performing arts, new media, television and broadcasting, and visual arts.

VATS works because it is a one-stop access point. The descriptions on the VATS Web site outline the products and services that those Aboriginal suppliers can offer to customers around the globe, whether those are traditional crafts and artistry or ones that draw on the latest technologies. Visitors to the site can learn more about Aboriginal customs and traditions, as exhibitors often list the history behind their companies and information on the Aboriginal heritage tied to their products or services. Visitors can also discover how artists are fusing traditional and contemporary Aboriginal cultures.

Barbara Hager of **Aarrow Productions**, a Victoria, British Columbia-based film and video company, is already using VATS to reach potential new clients and partners: "I was really impressed by the VATS Web site. I know that many international buyers are interested in working with Aboriginal arts and cultural organizations in Canada, they just don't know where to find us easily. VATS is the answer, both to promote our cultural products and services to the world and to make it simple for potential partners and buyers to learn about what we offer."

For more information, go to www.vats.ca.

Mission to Qatar, Yemen and Egypt a success

Mark Eyking, Parliamentary Secretary to the Minister of International Trade, and Dwain Lingenfelter, Chairman of the Canada-Arab Business Council (CABC), led a 30-member CABC mission to Qatar, Yemen and Egypt last December.

The CABC trade mission helped participants to make contact with potential partners and customers, established and reinforced relations between the CABC and regional chambers of commerce, and highlighted the interest of Canadian firms in economic and commercial relations with the region.

The mission focused on the oil and gas, consulting, project management and education sectors and included Canadian consultants wishing to attract investment to Canada.

Qatar continues to have one of the fastest-growing economies in the world. After expanding at a rate of 8% in recent years, the country's economic outlook remains very positive, based on Qatar's vast natural gas reserves, high oil earnings and foreign capital. Also, more than $55 billion in infrastructure projects are planned for the next few years, including $200 million for the City Centre commercial complex expansion, $100 million each for a national museum and library, as well as oil and gas refineries, highways, a new airport, colleges, hospitals, tourism developments and many more exciting projects.

Drumming up business were, from left: Dr. Mohamed Azzam, President, CABC; Mohammed bin Khalid AlMana, Chairman, Qatar Chamber of Commerce; and Mark Eyking, Parliamentary Secretary to the Minister of International Trade.

In Yemen, where Canadian companies have already been successful, a particularly strong oil and gas sector has been established. What's more, Yemenis would like to see more Canadian companies take advantage of the opportunities there.

The mission's activities in Egypt left participants with an appreciation for the Egyptian government's commitment to economic reform and of the existing market potential in many sectors. In fact, several companies are planning return trips to solidify deals made during the mission.

Like other CABC missions, Canadian companies were pleased with the access they got to major decision makers and senior officials. An expanded schedule of CABC missions to the Middle East and North Africa is planned for 2005.

For more information, contact Darren W. Smith, International Trade Canada, e-mail: darren.w.smith@international.gc.ca, tel.: (613) 944-6451.

AGRICULTURE, FOOD & BEVERAGES

Hong Kong — May 10-13, 2005 — **HOFEX 2005** is one of the world's major food shows and will feature everything from beverages, processed and chilled food, to dairy products and much more. **For more information**, contact Kitty Ko, Commercial Officer, Canadian High Commission in Hong Kong, e-mail: kitty.ko@international.gc.ca, Web site: www.hofex.com.

Rosario, Argentina — May 11-14, 2005 — **FIAR 2005** is an international fair featuring food products, equipment, and services. Last year's event attracted 458 companies and some 60,000 visitors. **For more information**, contact Mario Gariepy, Trade Commissioner, Canadian Embassy in Argentina, e-mail: bairs-commerce@international.gc.ca, Web site: www.feriasalimentarias.com.

Muang Thong Thani, Thailand — May 18-22, 2005 — **THAIFEX World of Food Asia 2005** is an annual food and beverages, catering and food technologies trade fair. **For more information**, contact Thawee Thaiprasithiporn, Trade Commissioner, Canadian Embassy in Bangkok, e-mail: bngkk-td@international.gc.ca, Web site: www.thaitradefair.com/fairin/thaifex05.

CONSUMER PRODUCTS

Dubai, U.A.E. — May 22-24, 2005 — The **Middle East Office Trade Show** is the region's premier event dedicated to the design and management of the office environment. **For more information**, go to www.dmgdubai.com, or contact Venky Rao, tel.: (905) 896-7815, e-mail: indexdubai@rogers.com.

FOREST INDUSTRIES

Jönköping, Sweden — June 1-4, 2005 — Attend **Elmia Wood 2005**, one of the world's largest international forestry trade fairs. **For more information**, contact Maria Stenberg, Business Development Officer, Canadian Embassy in Sweden, tel.: (011-46-8) 453-3000, fax: (011-46-8) 453-3016, e-mail: stkhm-commerce@international.gc.ca, Web site: www.elmia.se/wood.

HEALTH INDUSTRIES

Atlanta, United States — October 18-20, 2005 — With its tremendous growth in size and continuous quality over the last 25 years, **Medtrade** has become the largest international trade show dedicated to the home healthcare industry. **For more information**, contact Lindsay Margenau, Trade Commissioner, Canadian Embassy in Washington, e-mail: wshdc.infocentre@international.gc.ca, Web site: www.medtrade.com/medtrade/index.jsp.

ICT

Moscow, Russia — May 10-14, 2005 — **SVIAZ/EXPO COMM MOSCOW 2005** is Russia's largest and most successful international exhibition and conference for telecommunications, wireless, broadband and Internet technologies. **For more information**, contact Steven Goodinson, Canadian Embassy in Russia, tel.: (011-7-095) 105- 6058, fax: (011-7-095) 105-6051, e-mail: steven.goodinson@international.gc.ca, Web site: www.expocomm.com/moscow/index.html.

Paris, France — June 1-2, 2005 — Attend **i-expo 2005**, an international trade show focussing on information and software solutions. **For more information**, contact François Gauthé, Commercial Officer, Canadian Embassy in France, e-mail: france-td@international.gc.ca, Web site: www.i-expo.net/vang/index.php.

OIL & GAS

Abuja, Nigeria — March 21-23, 2005 — The 9th annual **Offshore West Africa Conference & Exhibition**'s theme is *Expanding Frontiers* and will encompass the producing countries of West Africa as well as emerging areas where exploration is just beginning. **For more information**, go to www.offshorewestafrica.com.

Abuja, Nigeria — April 18-20, 2005 — Last year's **Nigeria Oil & Gas Exhibition & Conference** attracted more than 2,000 visitors, 380 conference delegates and 62 exhibiting companies. This fair has become the largest international energy show in Abuja. **For more information**, go to www.nog2005.com.

Enquiries Service

International Trade Canada's and Foreign Affairs Canada's Enquiries Service provides counselling, publications and referral services to Canadian exporters. Trade-related information can be obtained by calling **1-800-267-8376** (Ottawa region: **(613) 944-4000**), by fax at **(613) 996-9709**, or Web site at **www.international.gc.ca**.

Return requested
if undeliverable:
CanadExport (BCS)
125 Sussex Drive
Ottawa, ON K1A 0G2

Canada Post
Agreement Number 40064047